

Rep Order# 6839902 Ver# 1 Status New Traffic Order# Printed: 08/09/2012 3:21 PM 1 of 3

Last Received: 08/08/2012 4:55 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () RIGELL FOR CONGRESS
Product SCOTT RIGELL
Estimate# 2726
Buyer Ben Angle
Phone#
Fax#

| | |
|---|--|
| Agency () AMERICAN MEDIA & ADVOCACY GROUP | Rep Firm |
| 815 SLATERS LANE | Sales Office () PHILADELPHIA |
| ALEXANDRIA, VA 22314 | Salesperson () ANJIE BRADY |
| Agency C/P1/P2/E 128/216/2726 | |
| Flight Dates 08/28/2012 - 09/03/2012 | Salesperson Phone# 215-567-6005 |
| Hiatus Weeks | Salesperson FAX# 215-567-5938 |

--- CONTRACT COMMENT ---

CLIENT: RIGELL FOR CONGRESS SC=*

---REMARKS---

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$9400
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-------------|-----|-----|---------|-------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | W | 5A-6A | WAVY NEWS-5A | :30 | \$500.00 | 08/29-08/29 | 1 | 1 | 1 | \$500.00 | |
| Rating: 4.2 | | | | | | | | | | | | |
| | 5 | TU | 430A-5A | WAVY NEWS-430A< | :30 | \$125.00 | 08/28-08/28 | 1 | 1 | 1 | \$125.00 | |
| Rating: 2.1 | | | | | | | | | | | | |
| | 7 | M | 430A-5A | WAVY NEWS-430A< | :30 | \$125.00 | 09/03-09/03 | 1 | 1 | 1 | \$125.00 | |
| Rating: 2.1 | | | | | | | | | | | | |
| | 11 | SU | 3P-6P | DEUTSCHE BANK GLF | :30 | \$250.00 | 09/02-09/02 | 2 | 1 | 2 | \$500.00 | |
| Rating: 1.3 | | | | | | | | | | | | |
| | 12 | TU | 5P-530P | WAVY NEWS10-5 | :30 | \$900.00 | 08/28-08/28 | 1 | 1 | 1 | \$900.00 | |
| Rating: 4.4 | | | | | | | | | | | | |
| | 14 | TH | 5P-530P | WAVY NEWS10-5 | :30 | \$900.00 | 08/30-08/30 | 1 | 1 | 1 | \$900.00 | |
| Rating: 4.4 | | | | | | | | | | | | |
| | 16 | M | 5P-530P | WAVY NEWS10-5 | :30 | \$900.00 | 09/03-09/03 | 1 | 1 | 1 | \$900.00 | |
| Rating: 4.4 | | | | | | | | | | | | |
| | 17 | TU | 6P-630P | 6PM NEWS | :30 | \$1,500.00 | 08/28-08/28 | 1 | 1 | 1 | \$1,500.00 | |
| Rating: 6.9 | | | | | | | | | | | | |

EC'd Yes Last Received: 08/08/2012 4:55 PM Showing Buylines: All Lines

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Advertiser () RIGELL FOR CONGRESS 815 SLATERS LANE Sales Office () PHILADELPHIA
Product SCOTT RIGELL ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 2726 Agency C/P1/P2/E 128/216/2726 Salesperson Phone# 215-567-6005
Buyer Ben Angle Flight Dates 08/28/2012 - 09/03/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-------------|----|-----|-------------|-----------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 18 | M | 6P-630P | 6PM NEWS | :30 | \$1,500.00 | 09/03-09/03 | 1 | 1 | 1 | \$1,500.00 | |
| Rating: 6.9 | | | | | | | | | | | | |
| | 20 | SA | 7P-8P | ENT TONITE60 W | :30 | \$200.00 | 09/01-09/01 | 1 | 1 | 1 | \$200.00 | |
| Rating: 2.0 | | | | | | | | | | | | |
| | 22 | M | 11P-1135P | WAVY NEWS10-11< | :30 | \$1,200.00 | 09/03-09/03 | 1 | 1 | 1 | \$1,200.00 | |
| Rating: 5.0 | | | | | | | | | | | | |
| | 23 | W | 1135P-1235A | TONITE SHW-NBC< | :30 | \$350.00 | 08/29-08/29 | 1 | 1 | 1 | \$350.00 | |
| Rating: 2.7 | | | | | | | | | | | | |
| | 24 | F | 1135P-1235A | TONITE SHW-NBC< | :30 | \$350.00 | 08/31-08/31 | 1 | 1 | 1 | \$350.00 | |
| Rating: 2.7 | | | | | | | | | | | | |
| | 25 | M | 1135P-1235A | TONITE SHW-NBC< | :30 | \$350.00 | 09/03-09/03 | 1 | 1 | 1 | \$350.00 | |
| Rating: 2.7 | | | | | | | | | | | | |

---REPORT TOTALS---
Report Totals: 15 / \$9,400.00

---SALES MONTHLY TOTALS---
Sep 12: 15 / \$9,400.00
Sales Totals: 15 / \$9,400.00
Station Totals: 15 / \$9,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
Market Totals \$22,927 CATV 0% WAVY 41% WGNT 1% WPXV 0% WTKR 21%

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WTIVZ 2% WVTB 11% WVEC 24%

Rep Firm
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Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE